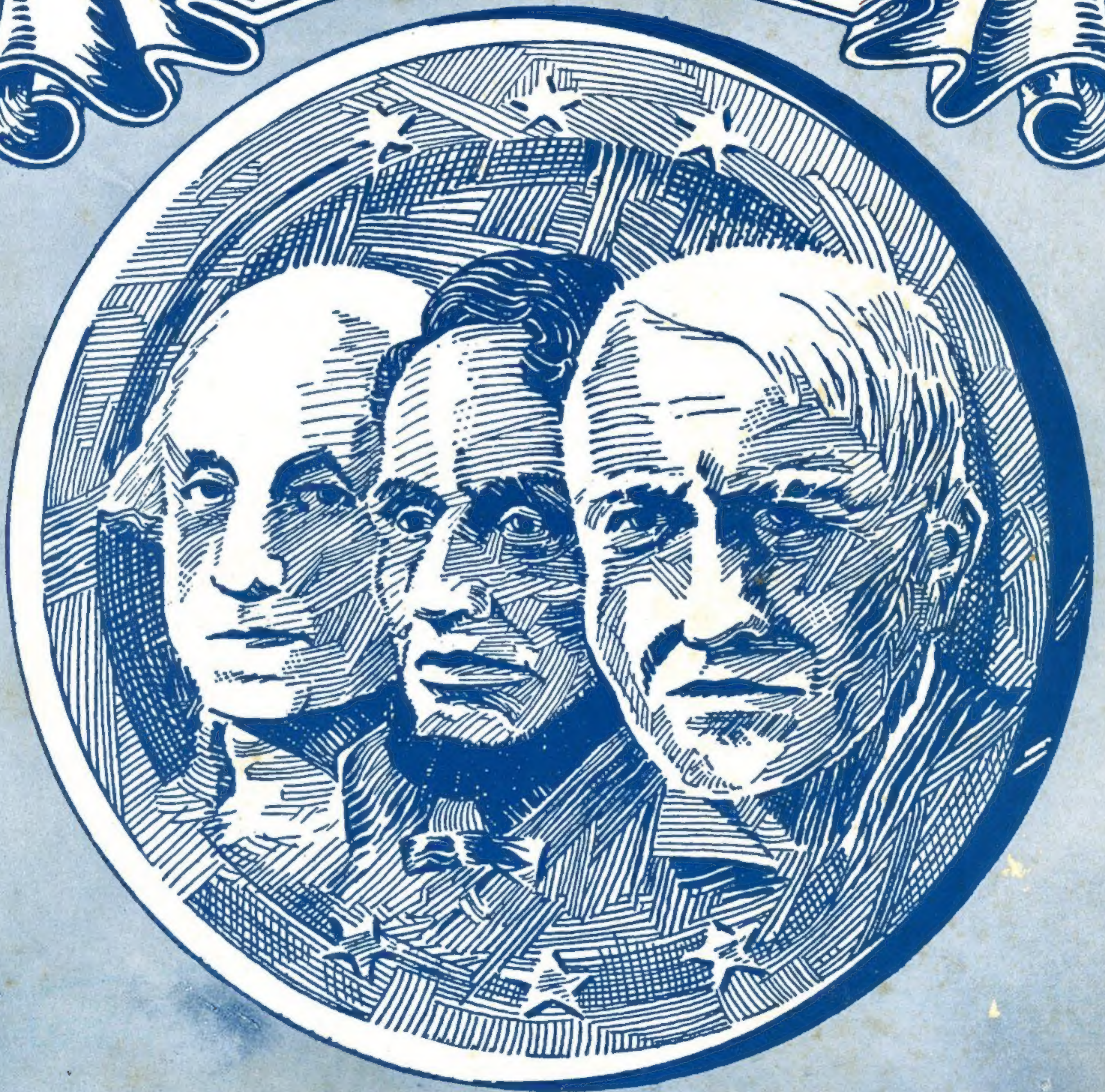


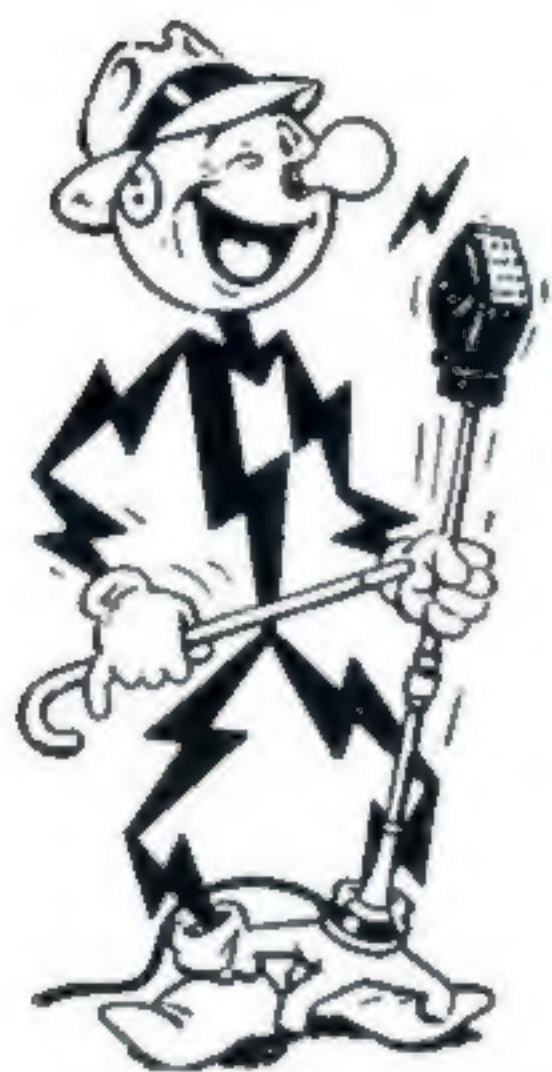
PLAIN TALKS



FEBRUARY



1949



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G. S. U. CONSTRUCTION PROGRAM SPEEDS AHEAD

Plain Talks is indebted to F. A. Wilson, office engineer-executive, for all the information contained in the following story on the status of Gulf States' construction program. Mr. Wilson originally compiled this information for the presentation of a talk before a meeting held in Beaumont late in January for department heads from the Beaumont, Navasota, and Port Arthur divisions.

The biggest construction program in Gulf States history is booming along at a record making pace. This program, in the five year period ending in 1952, will expand our system to more than twice its pre-war capacity and will make it one of the southwest's major utility companies.

Hundreds of miles of transmission lines, more hundreds of miles of distribution lines, and the addition of new substation and generating equipment in an amount almost double existing facilities are included in the program. It would take volumes of Plain Talks to cover this program in detail, even if it were completely mapped out through 1952. As it is, additions and changes are frequently being made in these plans to meet changes and additions in the industrial and commercial structure of our service area.

This expansion program is so extensive in scope that it is difficult for the average employee to visualize, and even to the engineer it requires reflection to appreciate. Some idea of the immensity of this work can be obtained from the following tabulation of Stone and Webster personnel and sub-contractors employed in the field on Gulf States projects.

651 persons on transmission lines and substations.

303 persons on Neches Station and Riverside Station jobs.

464 persons on construction of Louisiana Station extension.

The total number working on these jobs is 1,418, or almost 70% as many people as are employed directly by our company.

The progress of these jobs which has been outlined in the pages of Plain Talks previously, has, in general, developed rapidly, and to date stands apace or ahead of schedules. Taken in their respective categories, the status of the construction program looks, briefly, as follows:

POWER PLANTS

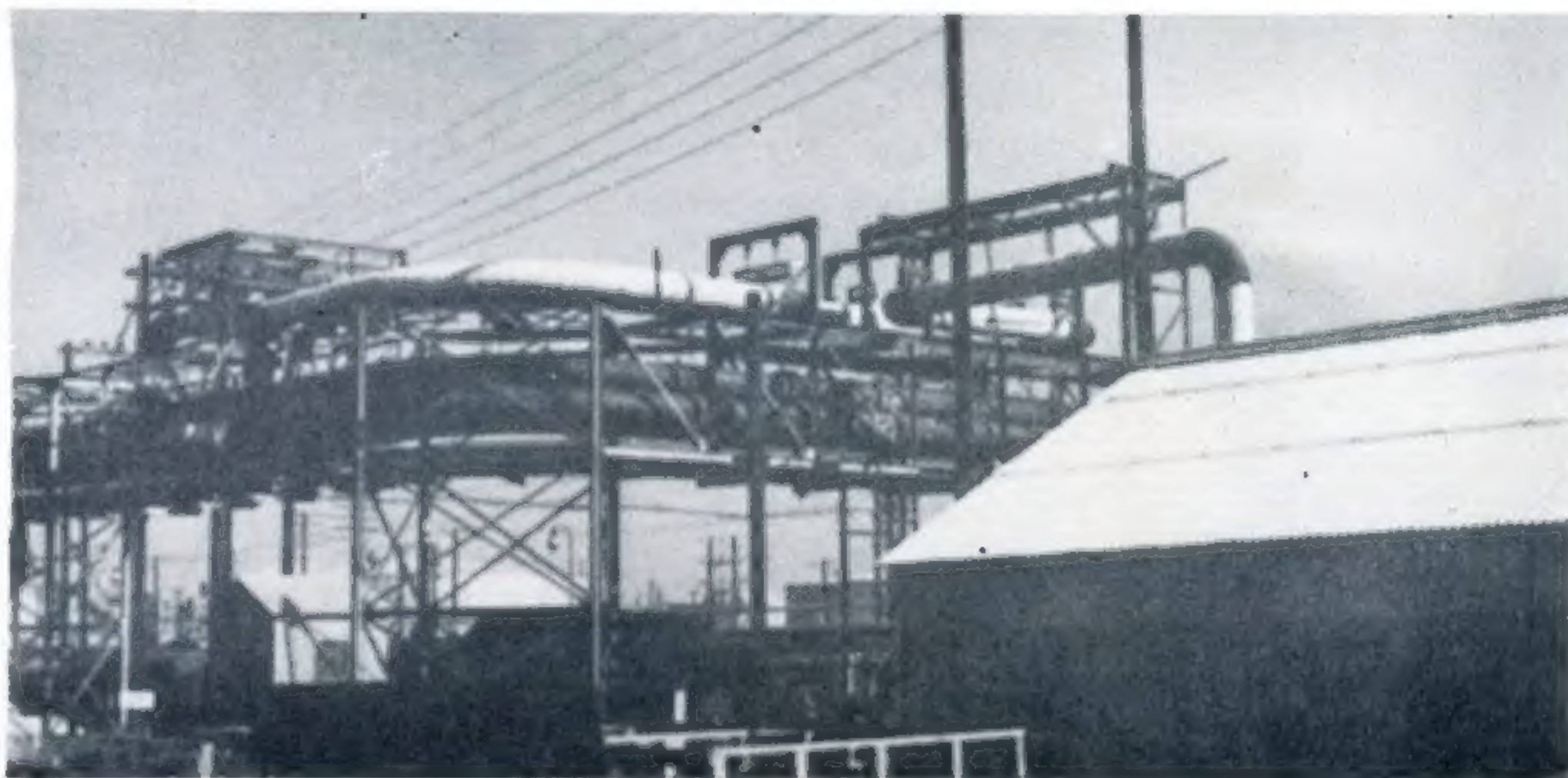
Louisiana Station: At Louisiana Station in Baton Rouge, the No. 9 boiler, rated at 500,000 pounds of steam per hour, is rapidly nearing completion. Two shifts are being used here to expedite its installation, and it is hoped to place the big boiler in service in April, a little ahead of the May schedule. This boiler is being added to the big Louisiana plant, which is a combination station, producing both electricity and steam, to service increased process steam loads of nearby Esso Stan-

dard Oil Company and the Ethyl Corporation. In connection with this phase of work, a water treating plant extension is practically complete. In addition to the boiler, a new 24-inch steam line to Standard Oil Company has recently been completed and is now in service.

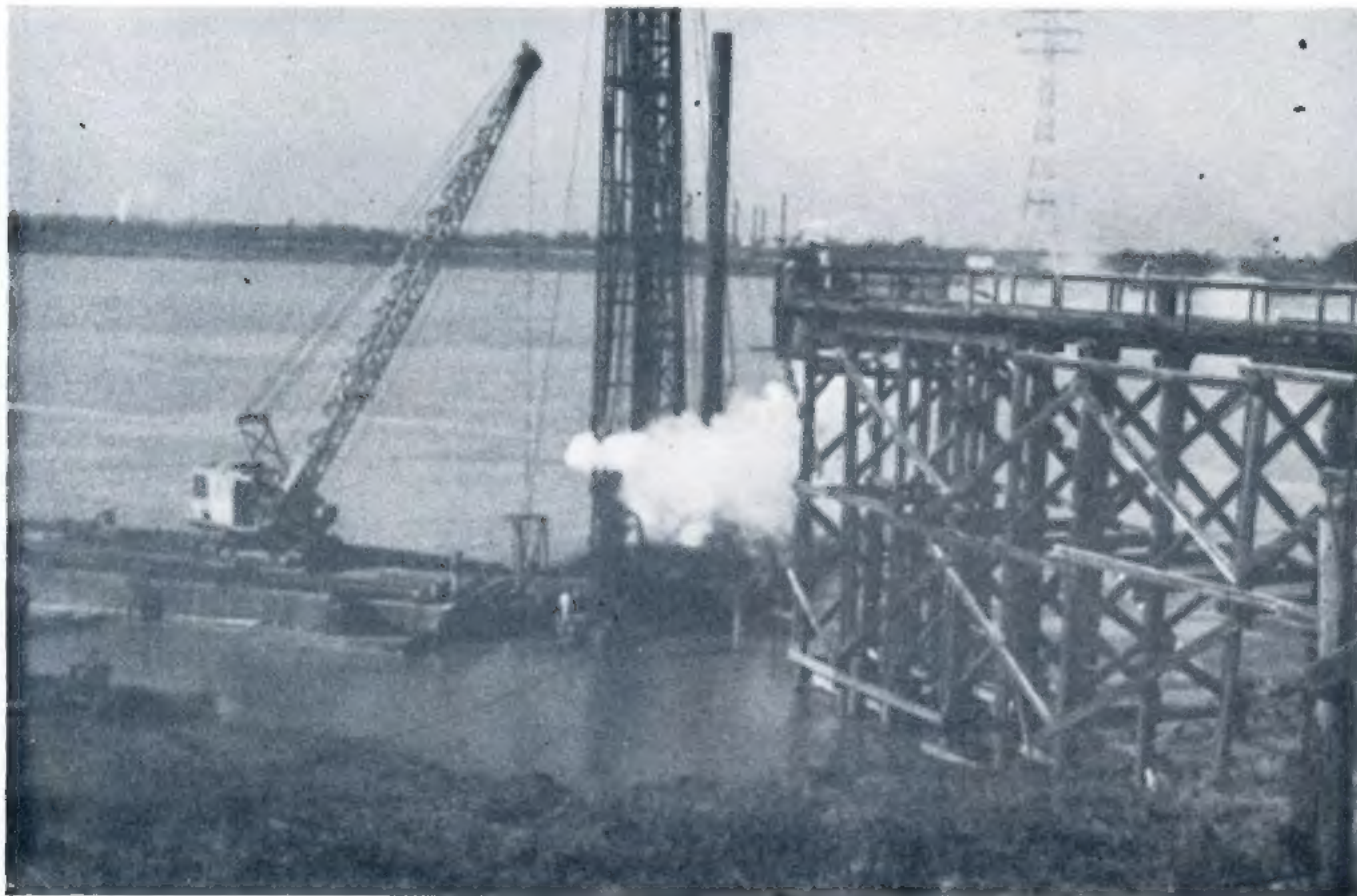
The No. 7 turbine, a 40,000 kw unit, has been scheduled for delivery during October, 1949. With multiple shifts it is anticipated that No. 7 unit should be in operation around March 1, 1950 some six weeks ahead of the date originally contemplated.

Unit No. 8, also a 40,000 kw machine, is still in the engineering stage at the Westinghouse plant, but work on this unit is likewise ahead of schedule. Based on present promises of delivery, No. 8 unit will be in operation around December 1, 1950 two months ahead of the previous estimate.

Two additional boilers, Nos. 10 and 11,



At Louisiana Station, work has been completed on the 24 inch steam line which carries process steam from our big power plant to the nearby big Standard Oil Company and the Ethyl Corporation. This picture shows the pipe bridge and the new line.



The mighty Mississippi furnishes the tremendous quantities of water used by Louisiana Station. Above is shown the construction of the support piling for the new 16 inch siphon line which runs from the water pump house to the river.

both rated at 400,000 pounds of steam per hour, will be installed in conjunction with the turbine generators Nos. 7 and 8.

Work on the electrical bay extension is also progressing rapidly with excavation, form work and placing of reinforcing steel and concrete for the electrical bay walls already completed. All structural steel for the bay has been received.

Riverside Station: Preparatory work is already underway at Riverside Station on the No. 2 unit for that plant. The 40,000 kilowatt unit is being manufactured by the Allis-Chalmers Company, who has promised delivery in March, 1950 with possible improved shipment by one month. Using multiple shifts on the erection of the turbine, this unit should be in operation around July 15, 1950.

Neches Station: At Neches Station, the new 40,000 kilowatt turbo-generator, No. 4 unit, has been received, and multiple shifts are being used on erection of the turbine to speed its installation. The boiler for this unit is completed. If shipping promises are met on the carbon molybdenum piping, which is a critical and difficult item to obtain, it is expected to get unit No. 4 in service about March 21 of this year. This is approximately two months ahead of the original schedule.

(Continued on next page)

G.S.U. CONSTRUCTION PROGRAM SPEEDS AHEAD

The 60,000 kw unit No. 5, recently announced for Neches Station, is expected to be in operation by March, 1951. Work will proceed on this unit, without intermission, as soon as Unit No. 4 is placed in service.

over the Sabine River at Orange are almost erected and new structures across the marsh east of the river are completed and stringing of conductor is well under way.

nary location surveys are now being run on the Dayton-Navasota section of the 132 kv line which is scheduled for completion in the spring of 1951.



Some of the turbine parts for Neches Station Unit No. 4 are shown as they arrived at the power station from the Westinghouse plant. The parts for this turbine required ten railroad cars for shipment.

TRANSMISSION LINES

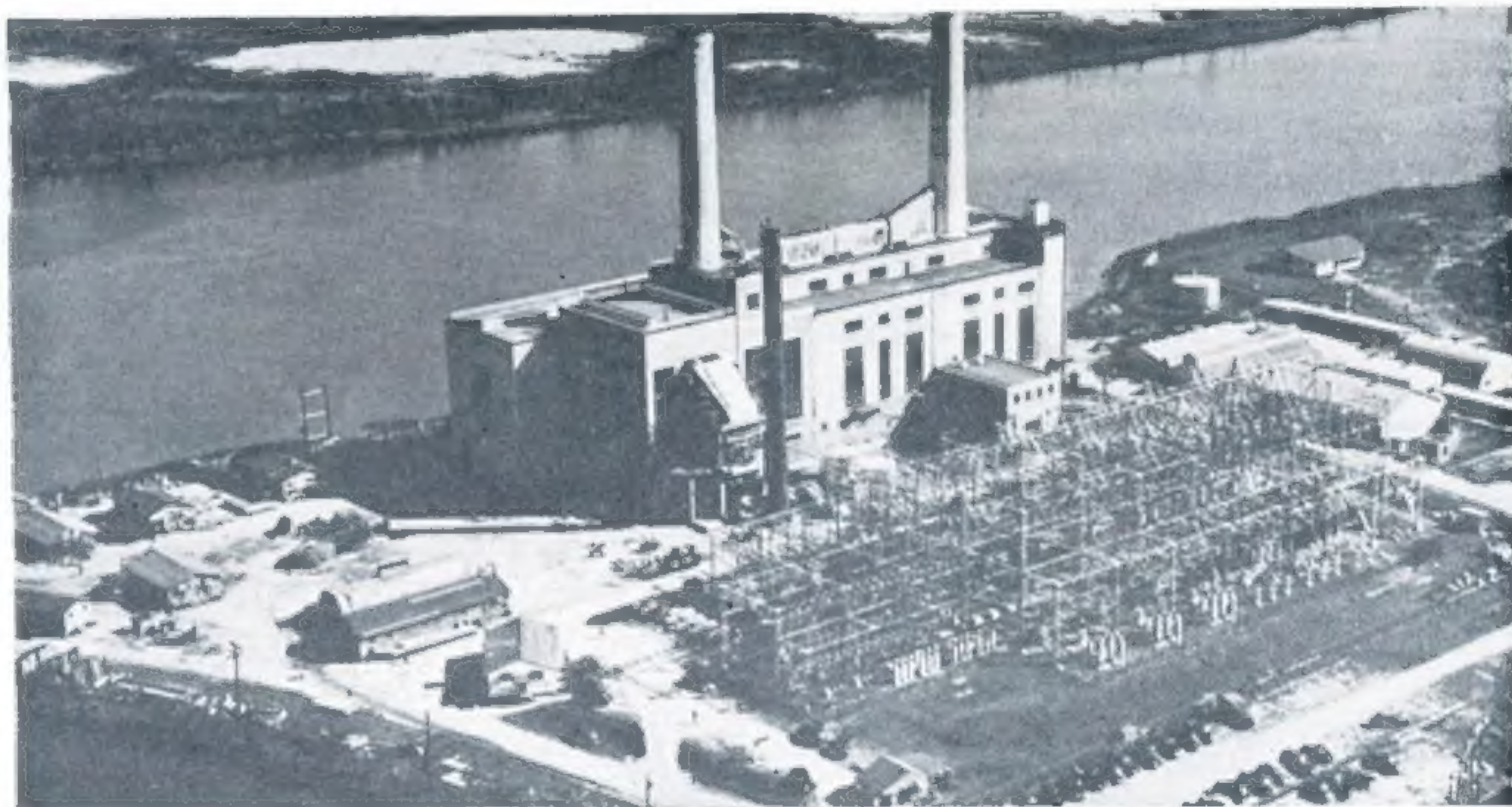
The 132 kv, "backbone transmission line," from Baton Rouge to Navasota, Texas, is now in operation at 66 kv from Riverside Station to Jennings, Louisiana. The erection of structures between Jennings and Lafayette is over 80% complete, and over six miles of conductor has been strung on this section.

Lafayette Substation: Work on the 132 kv tap-off station, just north of the Lafayette substation is well underway, with all steel and much of the necessary equipment already on hand. The 132 kv transformers for Riverside and Lafayette substations are expected during the latter part of this month.

On the remainder of the eastern section of the 132 kv line, the structures are all up from Lafayette to the Atchafalaya River and more than six miles of conductor strung. Structures between the Atchafalaya and Mississippi Rivers are also up, and the present crossings over the two rivers will be used. Steel towers over 200 feet high will be necessary to span the 2,000 feet over Whiskey Bay near the Atchafalaya and connect the line. It is here that construction moves slowly, for the steel item is a bottleneck, but the engineers are planning to complete this phase of the work by April 1.

The 132 kv transformer for Louisiana Station substation will not be delivered until April, 1950, but until delivery of the new units it is planned to rent some equipment for use here so that the line can be put in service by April 1.

On the Lake Charles — Beaumont section of this "backbone" line, an existing line from Neches Station to Orange will be reinsulated and utilized for 132 kv operation. This work is over four-fifths completed. The new river crossing towers



The latest aerial view of Neches Station shows practically all of the building exterior construction finished. The new addition is visible on the near left side of the plant. The new addition is visible on the near left side of the plant. The new smoke stack can be seen in front of the new boiler, between the substation and the plant. The wooden structures seen in the left foreground are Stone & Webster construction offices.

A 50,000 kva bank of transformers is being installed at Neches Station substation and the Lake Charles-Beaumont section of line is scheduled to go into operation at 66 kv around February 12. 132 kv operation will not commence until April 1. The Neches-Dayton section of the big line is also being made by reinsulating an existing line and this work too, is practically complete. Steel for the Dayton substation is the slow item on this portion of the line, but it is hoped to place the line in operation by April 1. Prelimi-

Taking into consideration the magnitude of this construction program and the critical supply situation on some items, Gulf States is fortunate to have made the progress outlined. Barring unforeseen events that could cause delay on some phases of the overall program, it is anticipated that 1952 will see Gulf States with power facilities and service that will be an inducement for the greatest industries in the nation to settle in this great service area of ours.

Fred L. Davis Dies Following Stroke



Funeral services were held January 4 for Frederick Lowell Davis, 54, chief clerk for the Port Arthur division, who died January 1 after an illness of ten days. Mr. Davis suffered a stroke while at work on the morning of December 21, and although he rallied somewhat after being

hospitalized, his condition was critical until his death.

Fred Davis was a veteran Gulf Stater, and had been in Port Arthur since 1930. He was an active civic worker and extremely popular with employees and other citizens in Port Arthur. There have been few civic projects in Port Arthur that have not benefited from the efforts of the genial and hard working Fred. A World War I veteran, he had devoted much time to activities of the American Legion, and was a past president of the Rudolph Lambert post No. 7 of Port Arthur. He also was a member of Jefferson County Voiture 312, 40 and 8. Only recently he was elected president of the Port Arthur Credit executives group of the Retail Merchants association and would have assumed his new office January 4.

Born December 18, 1894, he was a native of Sumerville, Massachusetts, where he also attended grade and high school. He was a student of Boston University when he entered the armed services in 1917. After the war he began working for Stone and Webster at Boston, in May, 1920. In September, 1920 he was transferred to the Electric Light and Power Company of Abington, Massachusetts, where he remained until October when he moved to Beaumont to become chief clerk for Gulf States. He was transferred to Port Arthur as chief clerk on February 1, 1930, and continued in this position until his death.

Plain Talks takes this opportunity to express deepest sympathy to Mrs. Davis, his widow; and two brothers, both of Massachusetts.

Our Cover

On the cover of this issue of Plain Talks we pay homage to three of the greatest known and most beloved men who have lived and died under the stars and stripes of this great nation.

We still adhere to and honor the fine democratic principles instilled in our government by George Washington. Government of, by, and for the people as propounded by Abraham Lincoln still serves as a reminder to those who would ignore the fundamentals upon which our government was founded, and we may pride ourselves upon having lived in the same age with so great a man as Thomas Alva Edison, father of our industry.

A man is just as big as the thing that makes him angry.

There's no limit to the good a man can do if he doesn't care who gets the credit.

Plain Talks

New Employees

On behalf of all Gulf States, Plain Talks extends a hearty welcome to these new employees. If any of these people are in your building, town or neighborhood, look them up and get acquainted. They are:

BEAUMONT — Jerry Logan, Newton McLain, James Sherman, engineering department; Buford Gaines, Perry Sanderson, Hershel Davenport, t&d; Helen Welch, Virginia Wier, Ollie Harrison, Geraldine Sirman, Lucy Cougar, accounting department; Leslie Rogers, garage; Eleanor Purvis, Kathryn Wade, Mary Canizaro, Dorris Guidry, customer accounts; Edrey Bell, Elizabeth Adamovich, Zelma Wilson, stencil; Leon Bennett, general office; Charlotte Bass, billing department; Katherine Dardine, stenography department; Lionel Simis, production department.

PORT ARTHUR—Dewey Dewitt Cooper, Derrell Aubrey Meyers, Lester Boudreaux, Dallas Bartie, t & d; Gene Arthur Turner, sales; Homer Wade, t & d.

NAVASOTA—Cecil Gayle, t&d; John Larsen, engineering department; Ivamaye Maxwell, local office clerk.

LAKE CHARLES — Peter St. Romain, James Varnando, Wilford Jenkins, production; Basil Haley, Charles Reams, t&d; Audrey Ruth Redd, distribution; Peggy Joyce Guidry, customer accounts; Carl Crimmett, engineering department.

BATON ROUGE — R. A. Anderson, Floyd Doughty, Edward Gilbert, t&d; William Floyd, sub-station; Shirley Brumfield, gas department; Jimmie Smith, Doyle Melancon, William McLeese, James Ray Banks, production department.

OTHERS — George Covington, Clinton customer contacts; Q. R. Hollis, customer contacts and Mary Vick, local office clerk, Conroe; Albert Shelley, Leonard Taylor, Huntsville t&d.

In case it's stolen, your car will turn into a bleating lost sheep through a newly patented device. Not in operation during normal use, the invention is controlled by a pendulum-actuated switch, which closes the alarm circuit and causes the horn to trumpet the car's theft.

Fall From Pole Kills Robert M. Wharton

Robert Mason Wharton, 34 year old line foreman of Port Arthur, died December 22 from injuries suffered in a fall while at work the day before. Mr. Wharton received his injuries when he fell about 22 feet from a pole on which he was helping install a new street light fixture. He apparently lost his hand hold while climbing the pole, and fell to the street, landing on his head and shoulder. His back was broken in the fall and the spinal cord severed. He was immediately removed to the hospital and died about fifteen hours later as preparations were made for an emergency operation.



Bob, as he was familiarly known, was one of the Port Arthur division's most popular workers. He was also one of the youngest line foremen in the company, having achieved this position only several months before his death. He had a reputation for being a conscientious, and expert workman, considerate of his fellow-workers and friendly to all.

A native of Columbus, Mississippi, he was born December 5, 1914. After attending school in Columbus and working there several years, he came to Texas in 1931. He was a rice farmer at Nome from 1931 to 1933, at which time he moved to Port Arthur to enter the employ of the Texas Company. He came to Gulf States as a groundman in August, 1936, and through diligent work and attention he worked up to become a line foreman on July 4, 1948. Bob received his 10-year Service Award pin at the last meeting of Service Club members.

On behalf of Gulf Staters Plain Talks joins in extending deepest sympathy to his widow, Jean, daughter Linda, of Port Arthur; and his mother and two sisters of Port Neches.

An opinion is an idea that you hold; a conviction is an idea that holds you.



CHOW TIME at Louisiana Station. This open air lunch room is just outside the "coke" room. Shown, in the usual order, are A. H. Demess, J. O. Bauman, R. E. Kirkwood, J. T. Graves, F. L. Amedee, V. Westh, (with back to camera) and Leo Herrington, all station employees.

HOW MUCH DO YOU KNOW ABOUT YOUR COMPANY?

It's graduation time for "students" of Professors J. B. Bishop and Victor Gayle, who have been conducting a Gulf States college of knowledge for new and customer contact personnel. This, the first graduating class, had many cum laude graduates, and, both professors declared, "many attentive and alert students."

The students final exam consisted of the following list of True and False questions based on facts about Gulf States Utilities Company. Most of the employees answering these questions were new, having less than one years service with the company, and most of their knowledge of company operations, policy, geography and history, was obtained through the training classes. And they did pretty good on the test.

All the information necessary to answer the questions correctly is contained in the recently published booklet, "Your Job and Gulf States," which was used as a text for the classes, and a copy of which was mailed to every other employee in the company.

Those of you who have not seen these questions presumably have been with the company long enough to have learned the answers by assimilation. Take a whirl at it and see how much you know about your company. Answers may be found on Page 14.

1. Roy S. Nelson is Superintendent of Gulf States Utilities Company. (True-False)
2. Gulf States is an independent operating company. (True-False)
3. Our Company is divided into six operating divisions. (True-False)
4. A kilowatt hour is the amount of electricity required to light 10-100 watt lamps for ten hours. (True-False)
5. Distribution lines are used throughout the Company to carry electricity long distances from town to town. (True-False)
6. If a customer does not pay his bill when due we are very eager to promptly cut him off. (True-False)
7. The Sales Department is more interested in load building than in the actual selling of appliances. (True-False)
8. Engineers working in our power plants are in the Engineering Department. (True-False)
9. Common Stock in the Company may be purchased by employees other than those on the Board of Directors. (True-False)
10. Two electric utility companies in the same town would give the customers better service and cheaper rates. (True-False)
11. Employee conduct either on or off the job contributes to the reputation of the Company in the public mind. (True-False)
12. Over 40% of Gulf States employees have been with the company 10 years or more. (True-False)
13. Cost of employee retirement is shared equally by employees and the company. (True-False)
14. Group Insurance costs an employee less than a similar individual policy. (True-False)
15. During serious interruptions to service, caused by wind or sleet storms for example, "Safety" measures are ignored in order to restore service without delay. (True-False)
16. Employees having 15 years or more of service are allowed 3 weeks vacation with pay. (True-False)
17. Employees buying appliances at a discount must pay cash for them. (True-False)
18. The number of customers served by the company has doubled in the past 10 years. (True-False)
19. Rural customers pay a higher rate than those living in town. (True-False)
20. In spite of the substantial increase in the price of most commodities since pre-war days, electric rates in Gulf States territory are only slightly higher. (True-False)

G.S.Truck Involved In Elton Accident

Two views of the service truck which Joe Doucet, serviceman at Elton, was driving when he was in a head-on collision with a pipe truck at Elton. As a result of this accident Mr. Doucet suffered injuries which proved fatal two days later.



Joe D. Doucet Dies After Auto Accident

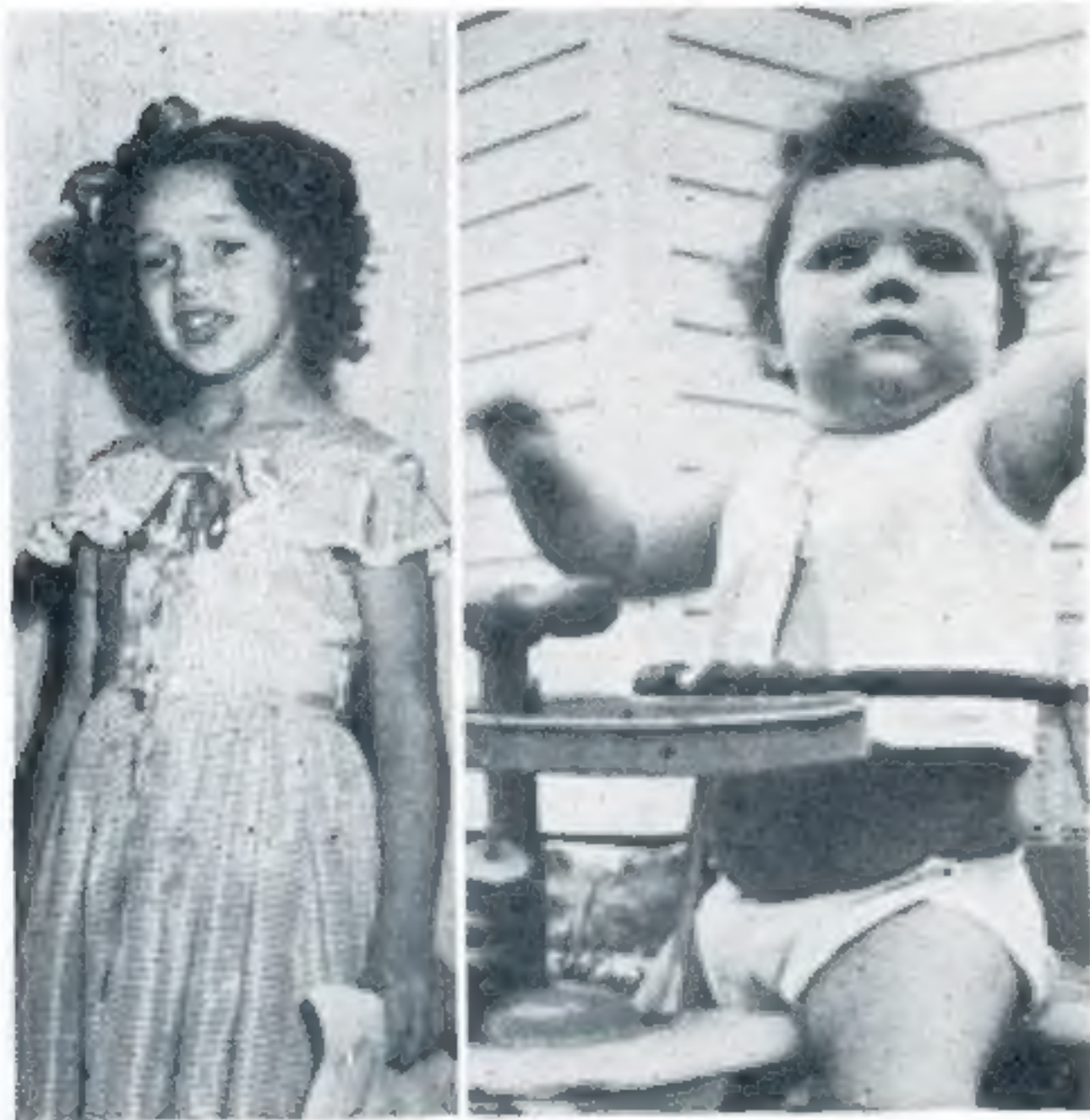
Joseph Doisle Doucet, 27, district serviceman at Elton, died December 31, from injuries received in an automobile collision at Elton on the evening of December 29. Mr. Doucet was injured while driving his service truck in the city limits of Elton, on the through east-west highway which runs through the town. He was in a head-on collision with a pipe truck and suffered head injuries which required his hospitalization at Jennings. After medical examination disclosed a severe brain damage, a specialist was called in to operate but death came before the operation was completed.

Joe Doucet had been a Gulf Stater since 1945. Born December 9, 1921 in Evangeline, Louisiana, he resided in Evangeline until he entered the marine corp in June, 1941. He served with the marines, as a telephone lineman until October, 1945, when he received his honorable discharge. He started work with Gulf States October 18, 1945 as an apprentice lineman at Jennings, and worked up to become a serviceman in June, 1948, at which time he was transferred to Elton. He was promoted to district serviceman first class on October 17, 1948.

Plain Talks joins with Gulf Staters in expressing sympathy to the surviving members of Mr. Doucet's family.

GROWING WITH GULF STATERS

The Gulf Staters' children and grandchildren carried regularly in this column, make some of the finest pictures seen anywhere. Plain Talks extends an invitation parents to send pictures of your babies for this space.



Jane Landry

Sandra Kay Neely

Jane Landry, the winsome young lady in the party dress, is the daughter of Henry Landry, of the Industrial sales department in Baton Rouge. Miss Jane celebrated her seventh birthday on December 1.

Sandra Kay Neely is the granddaughter of Mr. and Mrs. E. B. Williams of Huntsville. She was eleven months old when she straddled her stroller for this heart winning picture. Grandfather Williams is chief engineer at Huntsville.



Cecil Wayne and Linda Ann Berthelot

The barefoot lad standing for his picture is the handsome son of Mr. and Mrs. R. J. Berthelot of Baton Rouge. His name is Cecil Wayne. He is shown here at the age of two years, four months. The cute young lady fondling a favorite doll-baby, is Miss Linda Ann Berthelot, Cecil Wayne's young sister. She was one year, four months old when her picture was made. These youngster's proud pop works at Louisiana Station.

Henry Whiton Leaves G.S.U. for VEPCO Job



Gulf States lost an old timer in December when Henry R. Whiton, former rate and depreciation supervisor in Beaumont, resigned from the company to go to work with the Virginia Electric and Power Company in Richmond.

Mr. Whiton left Beaumont to assume his duties, as depreciation supervisor at Richmond, around the first of the year.

Mr. Whiton came to Beaumont back in 1924, only a few years after getting his engineering degree from M.I.T. He had been employed by Stone and Webster Engineering Corporation upon graduation and had worked for them in Boston from 1919 until he came to Beaumont. His first job with our company was lighting sales engineer. He remained in this department, as engineer and supervisor, until 1936. In that year he was made rate supervisor for the company and admirably filled that important position until he resigned.

Whiton is remembered as a dyed in the wool New Englander, and it was to this rock bound coast he sojourned at every opportunity. At a farewell gathering in his honor, one of his friends facetiously remarked on his leaving Texas, that he was just returning to New England on the installment plan. The Whitons were presented with a lovely silver service by their Beaumont friends at the farewell party which was held at the Beaumont Country Club.

Dorothy: "Why are you so jealous of your husband's stenographer?"

Phyllis: "Because I used to be his stenographer."



Lorraine Zimmerman

Jeanne Gipson

Here are two cutie pies from over Lake Charles way. At left is little Mary Lorraine Zimmerman, daughter of Mr. and Mrs. Joe Zimmerman. Mary Lorraine's proud grandpa is A. J. Verret, Lake Charles dispatcher. The young lady will be one year old July 15.

Jeanne Emily Gipson is the pride and joy of Mr. and Mrs. Dan Gipson of Lake Charles, and also the granddaughter of John Mattingly, Beaumont sales department. When this engaging picture was made Jeanne Emily was seven months old, but she's a big girl of 15 months now. She celebrates her birthday October 2. Daddy Dan works at Riverside Station.

R. W. Dunham Made Chief Clerk at P. A.



Robert W. Dunham, former general and construction clerk in the Beaumont accounting department, assumed new duties in January as chief clerk of the Port Arthur division. Red, as he is generally called, was promoted to his new position to fill the vacancy caused by the death of Fred Davis early in January.

In moving to Port Arthur Mr. Dunham is returning to his old home town. Although a native of Alabama, he spent most of his childhood in Port Arthur and attended schools there. His parents still reside in that city and his sister, Loraine, is an employee in the t & d department there.

Dunham started working with the company in 1926, delivering bills in Port Arthur. After a short period at this work and later as relief cashier and utility man, he earned a promotion that made him assistant chief clerk in Port Arthur, which job he held until 1934. In that year he was transferred to Alvin as cashier, and remained until he moved to Beaumont in 1937 to work as billing clerk. In 1939 he moved to Baton Rouge to work in the accounting department as chief clerk of the ARC department.

While at Baton Rouge, Dunham was promoted to supervisor of bills, and utility and statistical clerk. He served in this capacity until 1945 when he was transferred back to Beaumont as general and construction clerk. He has been located in the Plant Accounting department since the creation of that department during 1948.

Benevolent Assn. Has Election of Officers

New officers and two additional directors for Gulf States Utilities Employees' Benevolent Association were elected at the annual election meeting held in Beaumont early in January. The new officers will serve during 1949 and the two directors will hold office for a term of two years.

The directors elected are E. H. Pintsch, representing the Beaumont general office and annex, and E. E. Figari, representing the Beaumont production department. W. H. Caswell, Beaumont distribution department, was appointed to fill the unexpired term of R. M. Tompkins, formerly a director for the t & d department, who resigned because a recent transfer placed him in a different department. The new officers of the Association are E. E. Figari, president; W. H. Caswell, vice president; and Ruby Ray Ridley, Secretary-treasurer.

Other members of the board of directors are Charles DeCuir, Port Arthur sales; R. E. Morton, Navasota t & d; I. L. Goen, Lake Charles garage; and H. V. Faber, Beaumont, treasurer.

"He that has little, and wants less, is richer than he that has much, but wants more. True contentment depends not upon what we have. A tub was large enough for Diogenes, but a world was too little for Alexander."—Colton.

HONORED



Hereford

Fred Tenholder, Beaumont accounting department, was elected vice-president of the Boy Scout Alumni association at a recent annual supper meeting held by the organization. Fred takes an active interest not only in the Boy Scouts, but in other welfare and civic activities as well.

V. B. Hereford, Navasota district superintendent, has been recently elected a director of the Navasota Chamber of Commerce. Kelley and other newly elected directors began a three year term on January 1. Among the activities Kelly will help sponsor this year is the third annual Watermelon Festival. Transferred only last April to Navasota from Madisonville where he was also district superintendent, Kelley wasted no time in showing interest in the city's civic affairs.

W. M. Larkin, supervisor of industrial sales of the Lake Charles district, was recently elected secretary-treasurer of the Lake Charles chapter of the Louisiana Engineering Society. Slim has been a diligent worker in this Society since its organization early in 1948.



Larkin



Lilyerstrom

Mary Lilyerstrom, secretary to treasurer H. V. Faber, has scored again. At a district conference of Business and Professional Women's clubs held recently in Port Arthur, Mary was elected District Three Director of the clubs for her second term.

Miss Mary was also signally honored by receiving the Luther Halsey Gulick Award, given to Camp Fire workers for outstanding contributions to that organization. As a council member, this is the highest award that is given, and hers is one of three given throughout the country. Miss Mary was re-elected treasurer of the Beaumont council for her fourth term.

B. J. McMaster, superintendent of the Jennings district, has been appointed Chairman of the Civic Affairs Committee of the Jennings Association of Commerce. Mr. McMaster moved to Jennings in 1947, and his energetic interest in the community can justify his recent appointment in the city's civic affairs.



McMaster

H. E. Mortimer Made Rates Supervisor

Harold Mortimer, well-known electrical engineer of Beaumont, has been appointed rate and depreciation supervisor, succeeding Henry R. Whiton who recently went to Virginia Electric and Power Company on a similar job. Until his promotion, announced in December, Harold was an electrical engineer in the system engineering department.

Long a Gulf Stater, Harold has seen service in several departments of the company. Upon graduation from Rice Institute with a BS degree, he began work for Stone and Webster Engineering Corporation as a student engineer. Coming to Gulf States shortly after he was made district representative, and served in that capacity at Silsbee, Beaumont and Port Arthur. In April, 1937 he was promoted to become assistant supervisor of distribution in the Navasota division, and in 1942 he was transferred to the system engineering department at Beaumont. He has been in this department until his recent transfer to the treasury department.

While attending college Harold gained much experience working for the Missouri-Kansas & Texas Railroad, the Southern Pacific Lines and the Simms Oil Company during his summer vacations. Harold is a native Texan.

Shiver my shades! Beat the budget blues and save 10% on your fuel bills these winter months by keeping your window shades drawn tight from dusk to dawn.



Howard Sutton Goes To New York to Speak Before A.I.E.E. Meet

Howard J. Sutton, relay engineer in the system engineering department, received a unique honor recently when the American Institute of Electrical Engineers asked him to present a paper at the Institute's national meeting. Howard left Beaumont on January 29 to fly to New York to read his paper and attend the meeting. He is the only member of the Beaumont section of the A.I.E.E. to have a paper approved for presentation at a national meeting.

The paper is an original one, and deals with the application of coaxial cable for carrier current, relaying and communications. There is very little data available on the use of coaxial cable for these purposes and consequently it has created much interest among practicing engineers. Sutton made a number of tests and experiments to determine the behavior of the coaxial cable under conditions imposed in the uses named above. His paper has been printed for distribution at the meeting and will be printed in the records of the meeting at a later date.

Sutton, who is a graduate of the University of Kansas, has been with Gulf States since 1939. Prior to coming to work with us he was employed with the Westinghouse plant at Pittsburgh.



GULF STATES CAMPAIGN LEADERS of the recent Baptist Hospital Fund drive take time out for a picture after their task of raising over \$4000 among Beaumont Division employees in the whirlwind time of three days. Seated left to right are, Ray Pace, accounting department, and W. H. Caswell, t & d department, both of Beaumont; Dick Eddleman, sales department, Orange; and H. C. Davidson, system engineering department, Beaumont. Standing, in the same order are, John Mattingly, and Bonnie Thompson, sales department, Tom Stitler, t & d department; Robert Guidry, production department; and T. O. Charlton, sales department, all of Beaumont. Also working on the drive but absent when the picture was made, were Randy McAlpine, and Ralph Spafford all of the Beaumont sales department.

KILOWATT KLUB AT LAKE CHARLES HAS PARTY



One of the highlights of the pre-Christmas festivities in Lake Charles was the Barn dance and hot dog party held by the newly organized Kilowatt Klub there. The Kilowatt Klub is composed of employees in the Lake Charles district; all are eligible.

The party, which was the first activity of this club, was held in one of the Lake Charles Army Air Base recreation halls. As the Lake Charles Plain Talks reporter put it, "a grand time was had by the 150 or more persons attending." The accompanying pictures furnish ample proof to this statement.



Of Interest To The Gals

For a Taste Treat, Try Spicy Mexican Dishes

A cool weather food favorite for those who are fortunate enough to get it, is Mexican Food. And sometimes it isn't convenient for even those lucky people to dress up and go down to the Mexican Restaurant. This is where we come in.

Home Service Advisor Gertrude Dickson, of Liberty, has prepared a number of favorite South of the Border dishes that anyone can make, and are they delicious! Just put on the old kitchen apron and try a few the next time you want a taste treat. You won't be sorry.

QUACAMOLE SALAD

2 large ripe avacados 2 Tbsps. onion, minced
1 ripe tomato 1 tsp. lemon juice
Dice peeled avacados and tomatoes. Mash together with potato masher or fork to a paste. Add onion. Serve on lettuce leaf with mayonnaise (if desired.) Sprinkle lemon juice over top to keep salad from turning dark. Add salt to taste while eating. If salt is added before serving it will make the salad watery.

TACOS

1 lb. ground beef 2 tsps. salt
1 clove garlic, minced 8 tortillas
1/2 onion, grated 1/2 cup fat
1/2 tsp. Worcestershire Sauce 1 tsp. chili powder
lettuce and tomatoes, chopped
Mix beef with garlic, onion, Worcestershire, salt, pepper. Brown in 2 Tbsps. fat. Keep meat mixture hot. Heat remaining fat in separate skillet, and fry one tortilla at a time. As Tortilla is frying, fold it over in half before it becomes brittle. Remove folded tortilla to absorbent paper, put in small amount of beef mixture, and top with lettuce and tomatoes. Serve at once.

RED BEANS, SOUTHWESTERN STYLE

2 cups pinto beans 1 clove garlic
6 cups cold water Salt
1/4 lb. salt pork Pepper
1 onion, chopped 1 tsp. chili powder
Cook beans with onion, seasonings, salt pork on High until steaming, on Low for 4 hours in deep well cooker. Remove 1 cup of beans and mash to paste and return to well 10 minutes.

ENCHILADAS, AMERICAN STYLE

1/2 tsp. chili powder 18 tortillas
1 No. 2 can chili 1/2 cup fat
1/2 lb. grated cheese 1/2 tsp. salt
2 onions chopped
Heat tortillas in hot fat just until soft, using care not to leave them too long, or they will become too crisp to roll. Spread with heated chili, cheese, onion. Roll. Stack rolls parallel on hot platter. Pour remainder of chili over them. Sprinkle with grated cheese and place in preheated electric oven of 375 degrees until cheese is melted. Garnish with onion and sprinkle with salt and chili powder. Serve at once. (If tortillas break or crumble easily, do not roll, but serve each warmed plate individually with two or three tortillas in layers with chili, cheese, and onions.)

ARROZ A LA MEXICANA

"Mexican Rice, That Is!"
2 tsps. chili powder 2 Tbsps. fat
1 small onion, chopped 2 tsps. salt
1/2 green pepper, chopped 1 cup tomatoes
1 1/2 cups water 1 cup raw rice
Wash rice well and dry; brown raw rice in hot fat, add onion, green pepper, salt, chili powder and tomatoes. Mix well and add water. Cover with lid and allow to come to a steam on High heat, turn to Simmer or Warm for 30 minutes.

PT. ARTHUR SALES FLOOR REMODELED

Kitchen Planning Center Installed

The folks down in the Port Arthur office had a special Christmas treat to wind up old 1948. After many months of noise and some inconvenience, the contractors finished working on the newly remodeled sales floor and Kitchen Planning Center. Today the Gulf States office is one of the most attractive in the Port city.

"Spacious," describes the impression of the sparkling new sales floor, which extends from the sidewalk to the cashiers counter and offices at the rear. "Beautiful," is the adjective that fits the attractive combination of colors that adorn the walls, ceilings and furnishings in these modernly designed quarters.

Two glamorous, expertly designed all-electric kitchens occupy one side of the floor and it is here the new Kitchen Planning Center is located. The kitchens, one a U shaped, apartment size unit, and the other a larger L shaped unit, were patterned after the center at Beaumont, and equals that showplace in attractiveness. The latest kitchen and laundry equipment is displayed in these two units. Home Service Advisor Mamie Voyles will be in charge of the Kitchen Planning Center.

Attractive fluorescent lighting units, recessed in the ceiling, brightly illuminate the sales floor, and the proper kitchen fixtures provide the necessary light for the Planning Center. Skill and artistry were combined to add utility and beauty to the entire setting.

The Port Arthur office is the second of the bigger offices and sales floors to be remodeled recently; the Beaumont office being the first. The floor at Baton Rouge is now being rebuilt, and should be ready for an opening sometime before spring.

The two attractive kitchens comprising the Port Arthur Kitchen Planning Center are shown below. At left is the U shaped "apartment" kitchen, and the other is the L shaped kitchen, with the laundry adjoining it on the right.



Miss Reynolds Joins Home Service Dept.



Miss Loretta Reynolds, who is pictured here, is the latest addition to the home service department. For the present Miss Reynolds will work out of the Beaumont office, assisting Grace Brooks and Olivia Heiman with home service activities in the Beaumont division.

A native Beaumont, Loretta attended grammar and high schools in Beaumont, and Lamar Junior College, also at Beaumont. She received a BS degree, as a home economics major, from the University of Texas, in 1939.

Loretta comes to the home service department well qualified for this work. She taught home economics for a year after graduation and then served for two years in the personnel department of the Navy. She received her discharge from the service in 1945 and returned to teaching, as an English instructor at the China, Texas schools. Before joining the Gulf States family, Loretta taught home economics at Hardin, Texas.



JENNINGS OFFICE AT CHRISTMAS TIME. This friendly and beautifully decorated office evoked much comment from Jennings citizens during the Christmas holiday season. Although a credit to a professional window dresser, the decorations were designed and executed by the girls in the Jennings office. Needless to say, Superintendent McMaster and others in the office are proud of their fellow employees. Those responsible for the fine job are: Audrey Clement, Anna Marie Gooch and Rena Truxillo, all local office clerks.



PORT ARTHUR HOLDS OPEN HOUSE for home economic students of the schools in that area early in January. Some of these students are shown above inspecting the new equipment in the Kitchen Planning Center. Students from Thomas Jefferson, Woodrow Wilson, Franklin, St. James, St. Marys, and Nederland schools attended. Home service Advisors Mamie Voyles, Kathryn Smith, and Director Leonora O'Neal were hostesses to these groups.



NAVASOTA AND PORT ARTHUR DIVISIONS WIN "PRESIDENT'S AWARD" SAFETY CONTEST

In any contest or game there has to be a winner and also a loser—this is the idea. Of course, in a safety contest it would be nice for all to tie, but this is wistful thinking.

In the personal injury section the Navasota Division is the winner with the experience of 1 lost time injury charged. This injury was later described by the attending physician and reconciled by the employee as not an injury resulting on the job, although chargeable. Navasota division, 1 lost time injury—54 days lost.

In the vehicle section Port Arthur division was the winner having only 4 traffic accidents.

Congratulations to the Navasota and Port Arthur Divisions for their efforts in behalf of Safety.

PERSONAL INJURY ACCIDENTS BY DIVISIONS

By Divisions:	Lost Time Accidents
Baton Rouge	6
Beaumont	10
Lake Charles	14
Navasota	0
Port Arthur	4

VEHICLE ACCIDENTS BY DIVISIONS

Baton Rouge	26
Beaumont	17
Lake Charles	22
Navasota	7
Port Arthur	4

• • •

HOW WE DOIN'?

Year	Lost Time Injuries	Days Lost	Fatalities
1942	65	786	0
1943	43	589	0
1944	34	501	0
1945	25	479 + 320(A)	0
1946	43	292 + 12000(B)	2
1947	45	512 + 201(A)	1
		6000(B)	
1948	34	629 + 396(A) +	2
		12000(B)	

(A)—Number of days lost in 1948 due to injuries in 1947.

(B)—Days lost charged to fatal accidents.

Accident Count by Departments

HERE'S WHERE THEY HAPPENED

	1946	1947	1948
Accounting Dept.			
Janitors	0	0	0
Machine Operators	0	0	0
Meter Readers	1	1	2
Storeroom	1	0	1
Others	1	0	0
Sales Dept.	1	0	0
Engineering Dept.	1	0	0
Electric Depts.			
Appliance Repair	0	0	0
Garage	2	1	1
Line Construction			
and Maintenance	16	15	16
Service	0	1	3
Substation	4	1	1
Meter	2	0	0
Production Depts.			
Steam and Electric	9	3	9
Water	0	2	1
Gas Dept.	0	2	0
Totals	43	36	34

A COMPARISON

Injury Rate in Public Utilities

National 1947	Frequency	15.41	Severity	2.39
G.S.U. Co. 1948	"	8.71	"	3.22

ACCIDENTS DON'T ADD UP

They subtract	—	from your pleasure.
They add	+	to your discomfort.
They divide	÷	your income.
They multiply	x	your worries.

—U. S. Brewers Foundation

WORK SAFELY IN 1949



SHOTS FROM SAFETY MEETS. Shown above are some scenes from the annual safety meetings which are held throughout the system during the latter part of each year. It is the purpose of these meetings to review safety measures and records, and impress employees generally with the need for safety practices. Attending these meetings are employees of the t & d and production departments.

At top are two pictures from the Baton Rouge division meeting. At left, Vice-President H. C. Leonard presents Ed Julian with a safety award for helping save the life of a man who had been shocked into unconsciousness. At right are a group of G. S. U. fellows putting out with a little boogie woogie. Next from the top are two views from the Navasota division meeting. Third are three shots from the Port Arthur meeting, and bottom shows a panorama scene from the Beaumont division meet. Lake Charles did not hold a meeting in 1948.

Can You Pass This Driver's Test?

Check on yourself! How many chances do you take every day?

- ☐ "beat the light" occasionally.
- ☐ never take a chance on a light.
- ☐ change tires on the road.
- ☐ pull completely off the road.
- ☐ "chisel a little" on stop signs.
- ☐ fully stop at every stop sign.
- ☐ like to "bluff" other drivers into giving you right-of-way.
- ☐ believe courtesy pays.
- ☐ straddle center lines especially on curves.
- ☐ keep to right at all times.
- ☐ neglect needed repairs on mechanical defects.
- ☐ keep car in top condition.
- ☐ forget how difficult it is to see a pedestrian at night.
- ☐ drive twice as carefully at night.
- ☐ "chance it" by passing on a hill.
- ☐ await clear stretch before passing.
- ☐ at railroad crossings judge for yourself whether there's time to cross.
- ☐ never disregard a flashing signal.

—D.P.&L.Co. Synchronizer.

The ads tell how to avoid halitosis. But suppose you had *no breath at all!* Wear your respirator on all dangerous jobs where needed.

Avoid That Cold!

The number one rule for avoiding a cold is:

Keep out of the line of a person sneezing or coughing.

As in the prevention of illnesses in general, body defense is a prime requisite. Your diet should include foods in the seven-basic groups. These were greatly emphasized during the war, but perhaps a brief review is desirable:

1. Meat, fish, poultry.
2. Milk, cheese.
3. Oranges, grapefruit, lemons.
4. Vegetables (green or yellow), tomatoes, potatoes, beans.
5. Eggs.
6. Butter.
7. Cereals, bread (preferably whole grain).

Eat enough to satisfy you but keep your weight normal — don't get fat!

Drink plenty of water. That is one of the best ways to keep your body in tiptop condition.

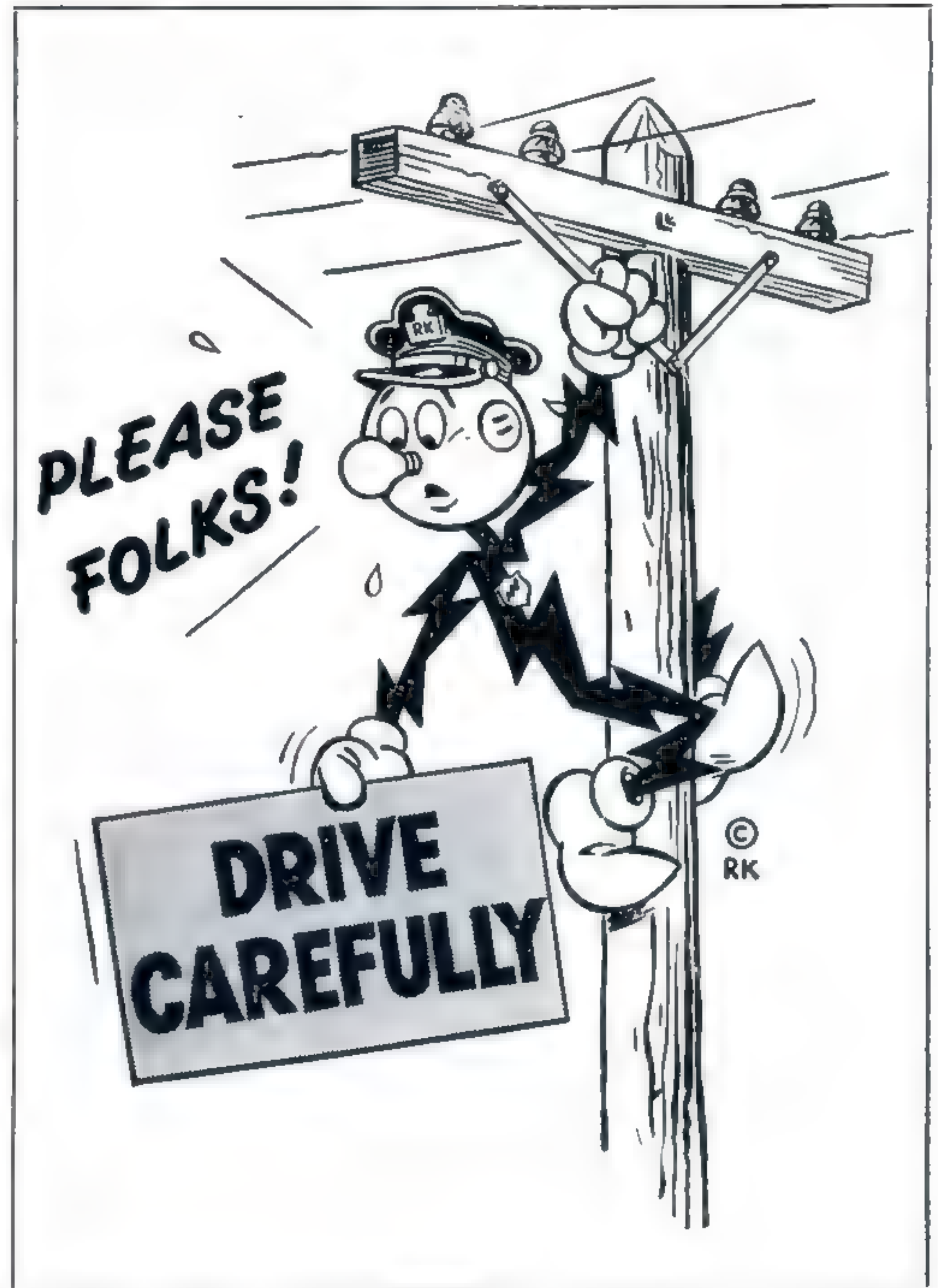
DON'T BECOME OVERTIRED. GET ENOUGH SLEEP AND REST.

Exercise and fresh air also are important. Almost any sort of exercise is all right, provided you don't overdo it. Walking is one of the most convenient forms of moderate exercise.

At times colds lead to serious trouble. Your sinuses may become involved. Your tonsils may flare up. Influenza may occur. And, of course, there is always pneumonia, which until the development of sulfa drugs killed 125,000 persons a year.

—D.P.&L.Co. Synchronizer.

Artificial eyes are getting better and better every day. But if you prefer your own—**WEAR YOUR GOGGLES!**



The Man Who Took No Chances

The doctor examined him twice a year,

He wore his rubbers when it rained,

He slept with the windows open,

He stuck to a diet with plenty of fresh vegetables,

He relinquished his tonsils and traded several worn out glands,

He played golf—but never more than eighteen holes at a time,

He never smoked, drank, or lost his temper,

He did his daily dozen,

He was all set to live to be a hundred,

The funeral will be held next Wednesday,

He forgot to stop, look and listen at the railroad crossing.

See you next issue.

Jack Shively

13 Year Old Bill Paid By Former Customer

Old Diogenes was born just a few years too soon. Gulf Staters could show this old cynic good reason why he didn't have to go around with his smoky old lantern looking for an honest man.

In addition to disproving evidence carried in these pages previously, here is a pleasantly surprising case from over in the "old country."

Employees in the Baton Rouge collections department recently received the following letter, from a former Baton Rougean now living in New Orleans, and a check in payment of a bill due in March 1935. This was so far back that operations in Baton Rouge were carried on under the name of the Baton Rouge Electric Company.

The letter is as follows:

Dear Sirs:

I am enclosing Money Order for \$29.25, amount due on bill when we moved from Baton Rouge in 1935. It took a long while to get it together but here it is, and thanks for the times you carried us along.

This is the sort of thing that keeps the folks in Collections from feeling too bad about their fellowmen.

Body of Ed Lahaye Found in France

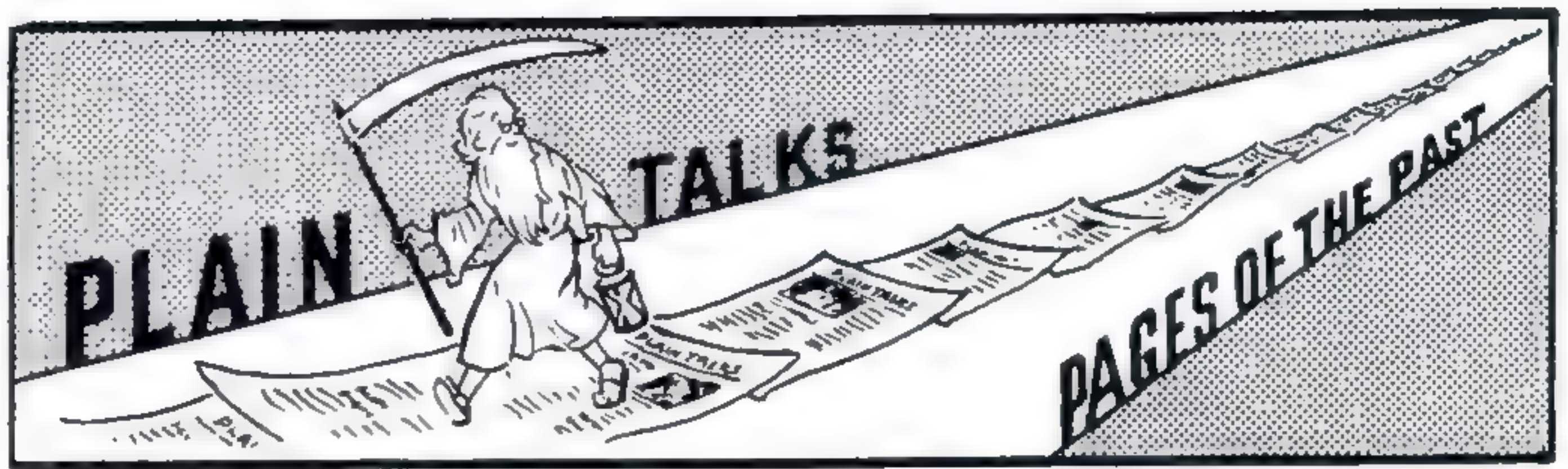
After being listed as missing in action for over four years, the body of Edward Lahaye, former Port Arthur accounting and t & d department employee was found in France late last year by the Army's Graves Registration service. A Flight Officer, Lahaye was reported missing after he had gone on a pre-invasion bombing mission on June 5, 1944. Two members of his crew parachuted to safety but no trace of Lahaye was had until his body was found in a civilian cemetery at Marquis, near the northern border of France. Lahaye was 26 at the time of his death.

Edward Lahaye was a native of Port Arthur, and attended schools there. He began work with Gulf States in August 1940 in the Port Arthur accounting department, and was in the t & d department when he left to enter the service in January 1942.

His body was disinterred and transferred to the U. S. Military cemetery at St. Andre, near Paris, France. It is not known whether or not his body will be returned to Port Arthur. He is survived by his parents, one brother and one sister, all of Port Arthur.

WHEN YOU CHANGE YOUR ADDRESS

—Please notify your reporter promptly. Your copies of PLAIN TALKS will then reach you without delay and without interruption. Uncle Sam won't forward magazines mailed third class.



25 YEARS AGO

Among the frequent visitors to the Port Arthur office are Messrs. G. A. SARGL, W. H. WEST, EDDIE ADAMS and LEE MCCLURKIN.

Stone and Webster recently acquired the West India Electrical Company, Ltd. of Kingston Jamaica, British West Indies. ROY S. NELSON, chief engineer, was sent from here to take charge of the plant, and Mr. E. S. FITZ, of the Betterment Division, went along to study the power supply of the company. Friends of Roy S. will be glad to know he is doing nicely in his new position.

Mr and Mrs. S. E. MOORE announce the birth of a nine pound son on October 17. He has been named S. E. Moore, Jr.

20 YEARS AGO

Mr. and Mrs. S. E. MOORE have a new arrival at their home, a boy. Mother and son, who has been named William Forest, are doing nicely. The newcomer made his arrival on Dec. 11.

LEE HYATT, service foreman, Port Arthur, was all smiles January 11, when he announced that they had an 8½ pound son at their house. The little man has been named James Melton.

R. M. CRAIG has succeeded DAN POULSON as assistant to superintendent of railways, L. C. Singleton. Mr Craig was formerly at the Beaumont car barn. Mr. Poulson has been transferred to the Engineering Department.

PAT BISHOP, superintendent of sales for the Port Arthur division, was elected to serve two years on the Board of Directors of the Port Arthur Commercial Association recently.

From Cane Seeds—20 Years Ago

Mr. DOLPH DELARODERIE was a guest at the meeting of the Womens Committee held at the Istrouma. Mr. DOLPH gave an interesting talk on public relations

NEW SUBSTATION AT LOUISIANA STATION POWER PLANT UNDER CONSTRUCTION. Material is on the ground and the work of building a new structural steel substation on the east side of the power house for the terminal of the new Lafayette-Baton Rouge transmission line is under way.

W. A. EFFERSON and A. L. FAURES have swapped jobs. Bill was a bit anxious for this as it's mighty cold up on the high line every Monday morning. Les seems to be satisfied and makes known the fact that it's also cold all the time testing meters in the suburbs.

In the Gas Department, M. and Mrs. W. L. WATTS announced the birth of a baby girl Vivian Jewel, born December 21st.

ED BAILEY joined the Accounting Department on December 1st. Ed came to us from Lutchet, Louisiana.

15 YEARS AGO

H. E. Mortimer worked two weeks in Silsbee during Dean Saxby's vacation.

On December 7, two popular Beaumont accountants, Francis Spann and Louis Maher forgot their debits and credits long enough to be joined in holy wedlock at the home of the bride's aunt in Houston.

We registered surprise when quiet, hard working Herman Sockrider announced his marriage to Miss Julia Beatrice Davis on December 9th. Congratulations, "Sock," and best wishes to you both.

Congratulations to Goree Matthews who was married recently to Miss Marguerite Inglehart of Navasota. Mr. and Mrs. Matthews will make their home in Huntsville.

10 YEARS AGO

In the year 1938 Louisiana Station:—
Produced 331,555,200 kwh of electric energy;
Produced 8,584,063,000 pounds of steam;
Burned 14,205,012,000 cu. ft. of gas.

5 YEARS AGO

HERBERT H. WELSH, Beaumont statistics, said "I do" with the former Virginia Cole on December 25.

L. M. WELCH was appointed district superintendent of the Conroe district on January 1. He was formerly district superintendent of the Navasota district.

CECIL NANTZ, formerly radio specialist in Beaumont t & d, was appointed district superintendent of the Navasota district on January 1.

Lt. and Mrs. VIC FAVER celebrated the January 2 arrival of a daughter, Janet Elizabeth, Both Vic and the Missus, who was Louise Lauderdale, worked in Beaumont accounting.

After receiving an honorable discharge from the army, J. B. CASSELS is back and working in the Port Arthur line department. Prior to entering the service he was serviceman at Nederland.

TULLY BRADY, Port Allen district service supervisor, and his Missus were doubly blessed on January 15. And we mean literally! Twin girls, Harriet Ann and Frieda Jan, were born to the Bradys.

A boy baby, F. L. Roberts, Jr., was born December 15 to the F. L. ROBERTS', Baton Rouge gas.

New Thirty Year Club Members: T. J. BIRD, Lake Charles; M. E. DENNIS, Jennings; A. M. HEWETT, Beaumont; R. O. PENNINGTON, Beaumont; W. E. ORGAIN, Beaumont; L. E. THORNE, Port Arthur; J. E. WESTBROOK, Beaumont; L. V. SMITH, Baton Rouge; J. W. WILLIAMS, Port Arthur; C. M. RUSSELL, Navasota; W. E. HERRIN, Beaumont; B. E. MILLIKAN, Port Arthur and J. M. DEBOUY, Beaumont.

Answers to "Know Your Company" True or False Questionnaire

(See Page 5 for Questions)

1. **False.** Roy S. Nelson is president of Gulf States Utilities Company.
2. **True.** Gulf States is an independent operating company, having been such since June, 1947 when the former parent holding company, Engineers Public Service Company, legally divested itself of control over our operation.
3. **False.** The Company is divided into five operating divisions. These divisions are: Navasota, Beaumont, Port Arthur, Lake Charles and Baton Rouge. Headquarter offices are located in the cities named; the divisions deriving their name from these respective towns.
4. **False.** A Kilowatt hour is the amount of electricity required to light 10-100 watt lamps for one hour. The term "kilo" means one-thousand, and kilowatt hour is therefore the use of one-thousand watts of power for one hour.
5. **False.** Distribution lines are the lower voltage lines used to carry smaller loads of power to residences, and other individual customers. The big lines that carry power from one city to another, or for long distances, are called transmission, or sometimes, "hi-lines."
6. **False.** Our Company is very reluctant to cut off any customer, and every opportunity to pay his bill is given the delinquent customer. This is so because, like any other commercial enterprise, we make our money from the product we sell, and a cut-off customer uses no electricity. It follows, however, that we couldn't let the customer continue to use it without paying for it.
7. **True.** The ultimate goal of our sales force, and other departments, is to sell electric power. This is the principal product our Company handles. More of the sales staff is occupied with other activities than selling appliances or merchandise, but this department cooperates with dealers who sell appliances, and is very active in promoting and selling relatively new appliances until they have widespread acceptance from the public. In fact, only certain major appliances, such as ranges, water heaters and the new two temperature refrigerators are now available to the public from our Company. However, these and practically all other kinds of electric appliances are available to employees.
8. **False.** Engineers working in our power plants are in the Production Department, as are all other employees working in the power plants. There are also engineers working in other departments, such as the Transmission and Distribution and Sales, but the largest group of engineers are located in our System Engineering Department at Beaumont.
9. **True.** Gulf States Common Stock is listed on several stock exchanges and anyone can buy it.
10. **False.** Since the cost of serving any less than all the customers in a town (assuming they are located throughout the town generally) would cost as much as serving all, it follows that rates would be higher, not cheaper, if two electric utility companies served the same town. Likewise, with twice as many wires, poles, substations, etc., it is doubtful that service would be as good if two electric utilities served the same town.
11. **True.** While the conduct of a person while he is on the job reflects on the Company more, he is still a Gulf Stater after hours and any other time. His actions anytime, good or bad, contribute to the reputation of the Company among those who know of his conduct.
12. **True.** At the last Service Award meeting held in February 1948, 744 out of 1835 employees, or 40.5 percent, had been with the Company 10 years or more.
13. **False.** The Company pays about twice as much as employees do toward retirement benefits to be paid to employees upon their retirement at the ages specified in the "Retirement Plan" contracts. Payments toward Social Security benefits, which are in addition to Retirement Plan benefits, are borne equally by the employee and the Company.
14. **True.** In addition to the Company paying a portion of the Group Insurance premium, this insurance is made available to employees at rates much lower than they could be obtained by individual purchases.
15. **False.** Never, regardless of the urgency, are Safety measures ignored in prosecuting the Company's work. Every employee is urged to work, play and live safely.
16. **True.** Employees who, on January 1 of the current year, have accumulated 15 years or more of regular service are granted three weeks paid vacation. For new employees who were employed during the last six months of the year, one week is provided during the year following. Two weeks are provided thereafter until the 15 years of service is attained.
17. **False.** Appliances are made available to employees at considerable discount, and they are also available on easy credit terms.
18. **True.** The figures in "You and Your Job" show that the increase in customers in the ten-year period since 1937 was almost exactly doubled.
19. **False.** All rates for the same classes and kind of service are the same throughout the entire system, regardless of location. There are, of course, different rates for different types of service, such as industrial, residential, and commercial.
20. **False.** Electric rates have steadily decreased, and today are at the lowest point in the history of our Company, although the cost of most other commodities stands at the highest level in history. This feat, of maintaining low rates despite inflated costs, is being accomplished by the application of good engineering and sound business practices, and the effective selling of electric power for more and more commercial, industrial and residential uses.

Cleveland Celebrates New Street Lights

In a solemn moment, heightened in drama by the darkening of all downtown lights, and the quotation from Genesis, wherein "God said. Let there be light: And there was light," the mayor of Cleveland, Texas, flipped a switch to inaugurate the city's new street-lighting system December 9. Twenty-five hundred citizens witnessed this long desired moment which climaxed an evening of ceremony and speech making celebrating this occasion.

The celebration, called "Light Night", marked another phase of city development for this fast growing east Texas town, and it was around a theme of Cleveland progress that the ceremonies were developed. Dignitaries of the city, officials from Gulf States Utilities, the school band and the members of the Cleveland Fire Department joined together to make this festive occasion one of the brightest in Cleveland history.

Pictures ➡

The high school's 107 piece band gave its first town concert to open the program. City councilmen outlined different phases of improvement projects recently completed or now underway; the superintendent of schools reported on the new \$18,000 school band; Cleveland's growth since incorporation was summarized by the publisher of the town's newspaper; and officers of the city fire department reviewed the growth and activities of that organization. Following that phase of the program, Major Bell, of Beaumont, an attorney for our company, introduced our president, Roy Nelson, who spoke on Cleveland's growth as seen by the increase of electric business in and around the city.

At the conclusion of the speaking, a drawing was held from the speakers platform, at which holders of lucky numbers were given several dozen gifts, donated by merchants of Cleveland. The tickets were given at the Gulf States office during the day of the 9th, when visitors to the office registered for the purpose of participating in the drawing. After the drawing, city fireman set up bingo tables in the street and also sold coffee and cake to raise funds for completing the new civic center, Fireman's Hall. A street dance followed these activities.

G.S.U. Officials Attend

Gulf Staters visiting Cleveland for the occasion were: Mr. Nelson, Vice President W. R. Bell, Sales Manager L. F. Riegel, Treasurer H. V. Faber, Mr. Major Bell, Lighting Engineer Clarence Barron, Home Service Director Leonora O'Neal, and Tax Agent E. H. Pintsch, all of Beaumont; and Division Manager E. L. Granau, Operating Superintendent J. V. Post, Sales Superintendent P. P. Newman, Commercial Sales Representative Connie Winborn, and Home Service Advisors Mildred Tribble and Dorothy Jean Moore, all of Navasota.

Cleveland Superintendent Roy Hudspeth assisted the program chairman in preparing the evening's program and the entire Cleveland personnel helped in handling other phases of the days activities, including registration of those participating in the drawing. Other members of the Cleveland staff are: Jane Basson, Goree Matthews, Brent Powledge, Frank Robinson, Bobbie Sweet and Jean Walker.



CLEVELAND'S "LIGHT NIGHT" CELEBRATION gave the local citizens there one of the most memorable days of 1948. Highlights of the festive occasion are shown above. Top left shows Mayor W. J. Bryan closing the switch that turned on the city's new street lighting system. Gulf States superintendent Roy Hudspeth stands by. Some of the 2500 people who turned out for the celebration are shown at top right. The center panel shows the interior of the Gulf States office where Open House was held throughout the day. Visitors registered here for the "prize drawing" held later, and were served refreshments by the local staff. The Cleveland High School Band gives out with music at bottom left, and at right Gulf States President Roy Nelson is shown as he speaks to the assemblage.

Married

Jessie Yelverton, Lake Charles customer accounts, became the bride of W. H. Austin, Jr., also of Lake Charles November 19. Jessie and Austin are now at home on 1710 Fourth Street in Lake Charles. She has remained with the company. Austin is with the Cities Service Refinery.

Sue Maginnis, customer accounts and Roy Franques, engineering department, both of Lake Charles, became bride and groom December 5. For a wedding trip the newlyweds traveled to Lafayette and points east. Sue and Roy are still with the company and are residing at 415 Nichols Street.

Clarence J. Roberts, farm representative for the Baton Rouge division, was married to Dorothy Mae Price, also of Baton Rouge, December 16. After the ceremony, performed in the First Methodist Church in Baton Rouge, the couple motored to Georgia on their honeymoon.

Moselle Solinsky, Beaumont collection department, became the bride of Marvin Landry, also of Beaumont December 16. The conservative but impressive ceremony was held at the bride's home with only the family and a few close friends as guests. Moselle is remaining with the company in Beaumont where she and Marvin are at home on 2345 Pecos.



Betty Sanford, Beaumont residential sales department, not only celebrated New Year's eve, but also became Mrs. Fred Jordan December 31. Betty has resigned from the company to be with husband Fred in Abeline, Texas. The young couple expect to return to Beaumont to make their home, as soon as Mr. Jordan completes construction work with South Western Bell Telephone Company in Abeline.

Beaumont Employees Invited to Reddy Kilowatt Classes

Employees of the Beaumont division are going to be treated to a wonderful opportunity, beginning February 14. On that date the Home Service Department will begin a series of "Reddy Kilowatt" classes, designed especially for employees, both the gals and the boys — if they so desire. All are welcome.

The classes, which will be held from 5 o'clock until 6:00, will meet at the Reddy Kilowatt cottage, 1370 Elgie. They will be held at weekly intervals for four weeks, on the same day of each week. The classes are designed to familiarize employees with the latest methods in handling food, preparing meals, using electrical appliances and utilizing the electrical equipment in their homes to the fullest extent.

The schedule of classes and the home service advisors handling each class are listed as follows:

Cooking Electrically—Grace Brooks.

Cooking Made Easy With Small Appliances—Olivia Heiman.

Kitchen Planning—Thelma Carson.

Lighting The Home—Leonora O'Neal.

A plastic Reddy Kilowatt apron will be given to each employee attending all the classes. Foods prepared at the classes will be served at the class.

Gertheen Gardner, Beaumont customer contacts, has resigned from the Gulf States family to become Mrs. John Wright of Mineola, Texas. Gertheen and John, who is superintendent of White and Webb Drilling Company, will be married February 23. With the company since 1941, she began in the Hull office as a cashier and in 1943, transferred to Beaumont customer contact.

ON NEW JOBS



Wingard



Eddleman



Bode

O. C. Wingard, in the Orange appliance repair department since 1942, assumed new duties January 9 as residential sales representative in Orange.

Buck, who started with Gulf States in the Navasota ice department, has been with the company since 1937. In 1940 he transferred to Alvin as assistant serviceman and a year later, moved to Orange where he has been in the t&d department, and until his recent change to the sales department, in appliance repair.

Dick Eddleman, formerly residential sales representative at Orange is now commercial sales representative there. His transfer was effective January 9.

Dick has been a Gulf Stater since 1935, starting in Beaumont as district representative. Before transferring to Orange, which is his home town, he was also district representative at Port Arthur and Huntsville.

E. A. Bode, formerly a general clerk in the Beaumont accounting department, transferred recently to the treasury department where he is an administrative assistant.

Eddie, a native Texan, has been with Gulf States since 1929. His first job was in the Beaumont billing department but he has seen service in the accounting departments at Navasota and Madisonville and since 1934, he has been in the Beaumont accounting department.

"A few words mumbled in church and you're married; a few words mumbled in your sleep and you're divorced."



JENNINGS EMPLOYEES had a comparatively small but enthusiastic Christmas party for the children of the Jennings district. The picture above shows most of the folks who turned out for the festive occasion there. Other pictures from the Jennings party are shown elsewhere in Plain Talks.

EMPLOYEE PARTIES HIGHLIGHT HOLIDAY SEASON



SANTA AND HIS LITTLE FRIENDS at Lafayette posed for this fine picture. Not all the youngsters attending the annual Christmas party at Lafayette got in the picture but most of them are included here. Every one of them, however, was thrilled at old Santa's presence and enjoyed the fine gifts he left for them.



LAKE CHARLES FOLKS really turned out to see the youngsters enjoy themselves at the annual Christmas party there. Above are two views of the large crowd present for their ceremonies. In the four pictures at the right are some of the Gulf Stater's children who helped make this party a huge success. Second from the bottom is Eilen Kirkwood and the three young ladies at the bottom are Ann, Julia and Olive West, in that order.





TINY TOTS ENJOY CHRISTMAS PARTIES. These scenes show some of the kiddies who had such a big time at several of the annual Gulf States Christmas parties. The top panel of pictures show the kiddies at Port Arthur getting acquainted with St. Nick. The second row of pictures were taken at the combined sales and engineering department party at Beaumont. The first two pictures in the third row show two youngsters at the Beaumont production department party and the next two are from the t & d department party. The first two scenes in the bottom row were taken from the Beaumont accounting department and the last two are from Jennings, where all departments were in attendance.



MAMAS AND PAPAS also got a thrill from the annual children's parties, as these pictures show. Huntsville employees are shown watching Santa visit the youngsters in the top picture. Next is the group from the Beaumont accounting department. Third is the combined system engineering and sales force from Beaumont at their party. Neches Station employees, shown at the bottom, had their usual dinner party, paid for with funds from their coke machine.

PROMOTED

C. F. Lively, well-known member of the Port Arthur t&d department, has been promoted to become service foreman at Port Arthur, effective December 16. Claude, formerly a serviceman, is another of our young old-timers who can say "Yes" to the one about "Were you there, Charlie?" when the company was just beginning to grow.

Although a native of Louisiana, he has been a resident of Port Arthur since 1920. He began his career with the company there, in the t&d department, after a year's experience with the Telephone Company. Claude has a record of 29 years with our company.

Electric power for pumping oil wells was first used in 1892, in West Virginia.



Baton Rouge Crew Lauded for Fast Service

Good service, but fast, is the modern breezy way of saying, "Dependable Public Service;" and that is the kind of service Gulf States has a reputation for giving. Almost every day, in the form of Service Reply Cards, some word comes back to the company attesting to this fact. Recently, however, the folks over in Baton Rouge received a rather special testimony of the good, fast service the fellows over that way give out.

The letter, which speaks sufficiently for itself, is reprinted in full, as follows:

**Mr. Harold Leonard, Vice-President
Gulf State Utilities Company
Baton Rouge, Louisiana**

I just wanted to take this opportunity of telling you how efficient your repair crew is. Yesterday morning after ten o'clock one of the transformers began to shoot fire, and we immediately shut the plant down, called your company; and within less than ten minutes, you had a full crew here that could have replaced the transformer if necessary. After look-

ing the situation over, we felt that if we could possibly get through three o'clock, we would have less hazards with our milk.

I don't believe the fire department could have gotten here much quicker than your repair crew; and when they returned at three o'clock, we shut the plant down and in twenty-five minutes the transformer had been replaced and the wheels were again turning.

We appreciate this kind of service; especially with such a perishable product, and I wish you would compliment the particular foreman who handled this work as we do appreciate this kind of service. We could have been in an embarrassing position with the amount of milk we had on hand.

Sincerely,

**LOUISIANA CREAMERY,
INC.**

**J. M. Cadwallader,
President**



SEVERAL HUNDRED COLORED CHILDREN attended the Christmas parties held for them during the holiday season, but the cameraman managed to get around to only one of them. This party, held at the Neches Station Recreation Hall, brought joy and gifts to sons and daughters of colored employees in Beaumont. At top left is shown a view of the entire gathering. Bottom left shows Santa and most of the children present. At right are two of the youngsters who have just received gifts from Santa Claus.

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Managing Editor—Jerry Stokes

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Editorially Speaking

There is always room at the top—in America. Despite humble beginnings, lack of wealth and some of the other so-called advantages, success in almost any chosen field is within the reach of any American — depending on the individual.

The following editorial, which appeared late last fall in "East Texas," the official publication of the East Texas Chamber of Commerce, illustrates this with the testimony of living Americans who have taken advantage of their opportunities. This editorial was written by Hubert M. Harrison, managing editor of the magazine. It carries an important message to all of us.

THE MEANING OF AMERICA

Recently two great Americans have given impressive testimony of the meaning of our American way of life—Eugene Holman, president of the Standard Oil Company of New Jersey, who was born in Monahans, Texas, and Herbert Hoover, only living ex-president of the United States, speaking on his 74th birthday at his birthplace, a small town in Iowa.

Both these men, with modesty and humble thankfulness, mentioned their successes — merely as examples of what any boy has a chance to do in America. Both starting out as poor boys in small towns, these men have demonstrated by their lives of achievement what we mean when we say the American way of life.

"I cite this bit of personal history," says Mr. Holman in the September American Magazine, "not because it is in any way unusual but precisely because it is typical of the way things happen in this country." He says that "human resources, not material resources, constitute the key to national prosperity." America's wealth and power flow from freedom of opportunity under the law.

"Your success or failure as an individual," Mr. Holman says, "rests upon the use you make of the opportunities democracy affords."

And Mr. Hoover, in his old age, comes back to his childhood home after a remarkable career to acknowledge that his success was made possible by our American freedom of opportunity.

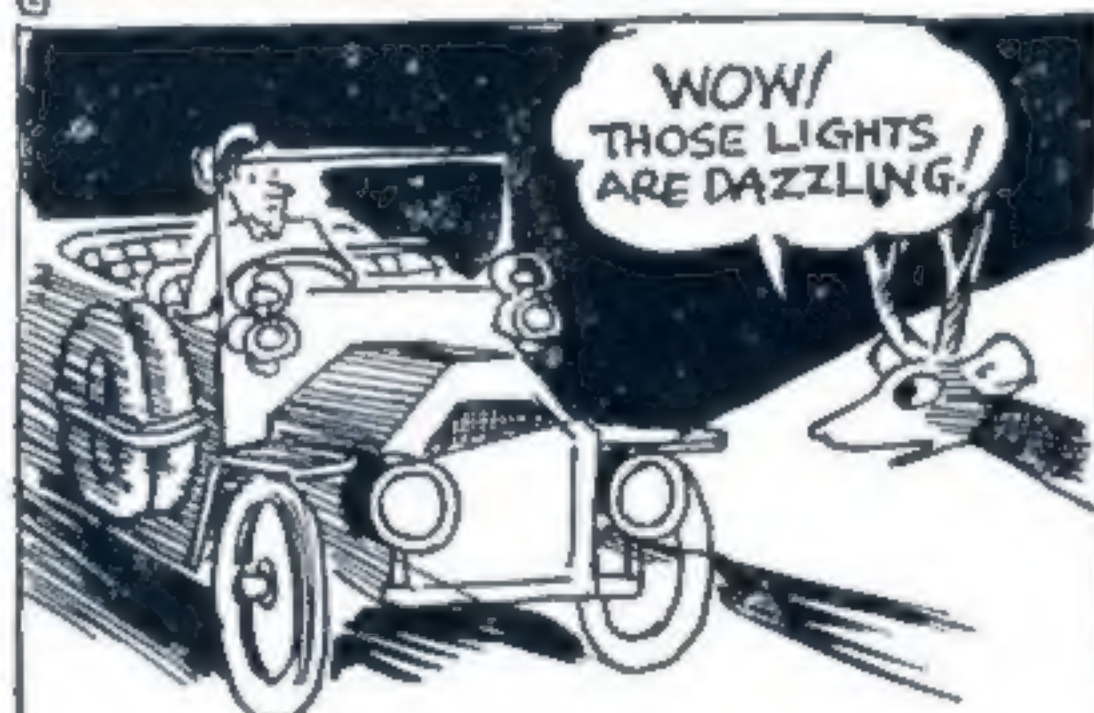
"I have had every honor to which any man could aspire," he said. "There is no place on the whole earth except here in America where all the sons of man could have this chance in life. I recount all this in order that, in Quaker terms, I can give my own testimony.

"The meaning of our word, 'America,' flows from one pure spring. The soul of our America is its freedom of mind and spirit in man. Here alone are the open windows through which pours the sunlight of the human spirit. Here alone is human dignity not a dream but an accomplishment."

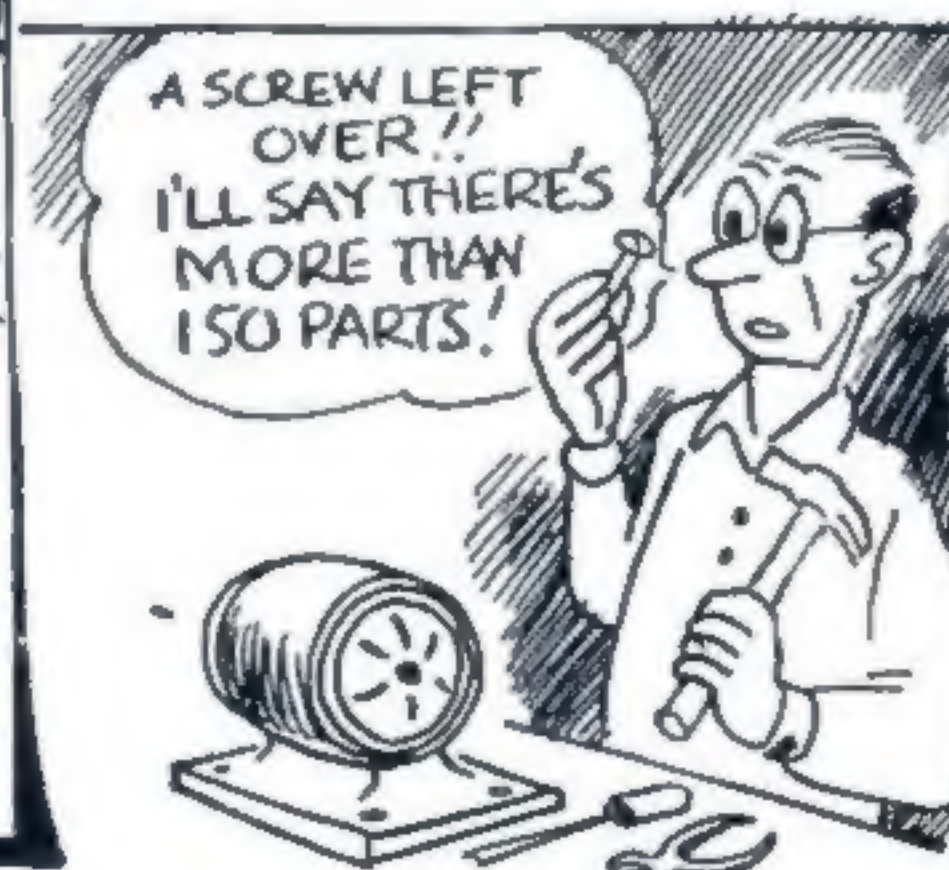
Facts File . . .

Georg Simon
OHM
(1789 - 1854)

GERMAN PHYSICIST FORMULATED IN 1827 THE LAW OF ELECTRICAL RESISTANCE THAT UNDERLIES ALL MODERN ELECTRICAL THEORY AND MEASUREMENT... SCIENCE SCOFFED AT HIM FOR 15 YEARS... RECOGNITION BROUGHT HIM OUT OF LONG RETIREMENT AND INTO OVERWORK THAT HASTENED HIS DEATH...



INCANDESCENT LAMPS REPLACED CARBIDE FLAME JETS IN AUTOMOBILE HEADLIGHTS IN 1909...



ELECTRICAL MANUFACTURERS REPORT THAT THE AVERAGE SMALL MOTOR HAS MORE THAN 150 PARTS...



THIS IS AMERICA

This is freedom—many religions, many races, living in harmony together. For freedom is more than a way of life. It is a state of spirit—and our richest asset.

Under freedom of religion, Americans attend more churches than any other nation. Under freedom of speech, we have more newspapers, more radio stations than any country in the world. Under freedom of opportunity, our children attend more schools, have more chances to succeed in life.

We are only 7% of the world's people, living on 6% of the world's land. Yet we in America have the highest standard of living the world has ever known.

Under freedom of enterprise—you may call it Democracy, or Capitalism—we make just about one-third of the world's goods, mostly for our own use. We drive three-fourths of the world's autos, use about half the world's electricity. Our homes are unrivaled for comfort and labor-saving devices. We eat more meat, buy more clothes, see more shows, own more insurance. We even save more money.

Yes, freedom pays—in the coin of tolerance and understanding, and in the coin of progress and prosperity.

This is one of the series of advertisements sponsored by Gulf States and other electric companies of America. These ads appear in magazines and newspapers throughout the nation.